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# NUTRITION

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### "VITALIZING NUTRITION EDUCATION"

The coordinating aspects of the National Nutrition Program are described by Rowena S. Carpenter in the spring 1947 issue of the Land Policy Review of the Bureau of Agricultural Economics. As much of the article as space will allow is excerpted below.

"Nutrition education offers a never-ending challenge to those who invest time, energy, and ingenuity in the job. Like many other sound investments it pays small dividends, slowly but surely. . . . If allowed to accumulate through the years, these dividends from nutrition education will eventually accrue until they total a stronger America. . . .

"No wonder, then, that many men and women in the fields of public health, nutrition, dietetics, and home economics have long accepted the challenge that vitalizing the story of good nutrition offers. No wonder, either, that the idea of coordination of effort on a national nutrition program took hold and flourished during the war. . . .

"Growing as it did out of the early activities of the Council for National Defense, the nutrition program was soon Nation-wide in scope. A distinctive feature was the leadership offered from the Federal to the local level by: (1) The Interdepartmental Nutrition Coordinating Committee of the Government. This Committee was established by the Nutrition Division of the Office of Defense, Health, and Welfare Services of the Federal Security Agency. The Nutrition Division was the forerunner of the present Nutrition Programs office in the Department of Agriculture. (2) State Nutrition Committees, which were in a sense counterparts of the interdepartmental committee of the Government, but were broader in their membership, including civic, industrial, and lay representation. (3) The 'grass-root' county and local nutrition committees that carried the nutrition program to families and individuals throughout the country, stimulating them to action on the nutrition front.

"For the first time, everyone interested in working for improved nutrition brought his resources to a common pool, and all pulled together toward a common goal. . . .

" . . . Functioning to keep the wheels of coordination well greased, the Nutrition Programs office works directly with a Nutrition Planning Committee made up of representatives of the United States Office of Education, the Children's Bureau, the American Red Cross, the Farmers Home Administration, the Extension Service, and the Bureau of Human Nutrition and Home Economics.

"This Committee meets in Washington once a month, with called meetings as necessary, for the purpose of coordinating the nutrition programs of the agencies with respect to national and State operations. Members of this Committee who travel in the interest of their own agency programs also act as consultants to designated State Nutrition Committees. . . .

"The aim of nutrition committees was, and is, to make nutrition education so vital that people will want to eat both wisely and well. A program with such a practical goal must be developed along many lines. It must uncover facts about local food habits so as to know what improvements to feature in the program. It must find the strong and the weak spots in the local understanding of and interest in good nutrition. It must publicize in an understandable way the existence of dietary deficiency diseases and of borderline undernutrition, and then, in the simple terms of the layman, explain how these nutritional disorders can be corrected and prevented by improving the variety of the diet.

"With such groundwork laid, nutrition committees proceeded to emphasize a host of points: Good returns in quality and food values for the money spent; the use of seasonal abundances for individual advantage and in the interest of the national economy; the growing of a garden with plenty of the vegetables that provide vitamins and minerals abundantly; the preservation of garden or market



'surpluses'; the economy in making full use of the facilities of the community canning center; the importance of preparing food by methods known to retain maximum nutritive value, flavor, and attractiveness; the importance of serving appetizing meals that make eating a pleasure as well as a boon to nutritional health; the varying nutritive requirements of different family members—the baby, the toddler, the adolescent, and on to the eldest grandparent; the significance of the flour and bread enrichment program; the implications of, and our responsibility during, the world famine emergency; the reason for the 80-percent extraction flour, and minor adjustments needed in its use; the value of the school lunch program to individual children and the community as a whole; the importance of starting the day right with a good breakfast, and so on, ad infinitum. No challenge, large or small, was too difficult or too insignificant for nutrition committees to tackle for the nutritional betterment of fellow beings.

"Challenges were met by drawing on all resources offered by the agencies and organizations represented within the committee membership and other resources of the community made available to the nutrition committee as an entity. . . .

"The breadth and depth of the National Wartime Nutrition Program are indicated by the variety of means and media the nutrition committees employed. To reach the public they used canning caravans; a nutrition streetcar; food demonstrations; refresher courses in nutrition; discussion groups; nutrition reference shelves in libraries; traveling libraries, one of them in a horse-drawn 'little red wagon' that was routed to outlying neighborhoods; chain telephone calls; information booths in public buildings, stores, and at fairs; bulletin boards in war plants, schools, and offices; better breakfast campaigns; a lunch-box derby; exhibits of all kinds in many places such as vacant store buildings and trailer camps; the Vitamin-go game; the Basic-7 food guide; various types of radio programs including skits and spot announcements; newspaper articles; nutrition film strips; and movies, including the Walt Disney picture 'Something You Didn't Eat' and others developed especially for the national nutrition program. The cooperation of advertising firms, the food industry, commercial radio programs, newspapers, and magazines in carrying

nutrition messages during the war was unprecedented.

". . . Evaluating and tallying the results is not so easy because much of value that is intangible does not lend itself to measurement. Certainly more people have become 'nutrition conscious' because of the National Wartime Nutrition Program and because of the part the State, county, and local nutrition committees played.

". . . The few surveys that have been made to check on changes in dietary patterns and on the evidences of better nutrition indicate that many people are eating more wisely. . . ."

#### INDUSTRIAL FEEDING WORKSHOPS

Industry's acceptance of industrial feeding has been demonstrated in the industrial feeding workshops now being held in several cities. Since November, workshops have been held in Charlotte, N. C.; Spartanburg, S. C.; Richmond, Va.; St. Louis, Mo.; St. Paul, Minn.; Detroit, Mich.; New York, N. Y.; Rochester, N. Y.; and Kansas City, Mo.

Typical of these workshops was one held in St. Paul, Minn., February 3 and 4. This was attended by representatives from 25 plants and factories and sponsored by the Minnesota Nutrition Council, in cooperation with the State Production and Marketing Administration office. Representatives from the University of Minnesota, American Red Cross, State Departments of Health and Agriculture, Veterans Administration, American Hoist & Derrick Co., George A. Hormel Co., and the Nutrition Council made up the committee that planned the meetings with the Production and Marketing Administration office.

The 2-day workshop program consisted of talks, a panel discussion on "Employee Education on Food Selection," motion pictures and other visual presentations, and 2-hour work sessions each day on the three major phases of industrial feeding—facilities and equipment, food service management, and food selection or nutrition education. The work sessions were led by members of the Industrial Feeding Program Washington staff, who acted as consultants.

Workshop members made field trips to the Northern Pump Co. cafeteria February 3 and to the American Hoist & Derrick Co. February 4, where they had lunch and observed job food service to employees. The Red Cross demonstrated the effectiveness of their tray scoring



project as an educational device to aid good food selection by scoring members trays.

#### A NEW BOOK BY HENRY C. SHERMAN

Dr. Sherman has the rare characteristic of being able to write interestingly for the nonprofessional reader, and yet be outstanding in his professional field. His latest book, "Foods: Their Values and Management," published by the Columbia University Press in New York City in 1946, is intended as a companion volume to "The Science of Nutrition."

In this book, Dr. Sherman treats foods as individual and group commodities, "the first essentials of the better life." He has devoted a chapter to each of the 10 food groups, with a general introductory chapter dealing with activities related to food supplies and a concluding one on food adjustment problems. The place in the dietary of each article or type of food is considered from the viewpoint of its contribution to each main aspect of nutritive value, energy, protein, mineral elements, and vitamins. Special attention is given to new knowledge of the distribution and conservation of vitamin values and to the amounts of individual amino acids in the different food proteins.

Dr. Sherman uses the term "management" to cover the entire field—from each individual's daily use of food to the planning of food production for the better nutrition of all people. Management is the technique of making the best use of food production and distribution to satisfy nutrition needs.

#### DRAMATIZATION AS A MEANS OF PRESENTING THE NUTRITION MESSAGE

The Louisiana Nutrition Committee used spontaneous dramatization effectively to present the familiar problems of food buying and their influence on the nutrition of a family. The dramatization, entitled "Better Buying of Food," consisted of flashes from true-to-life episodes that might happen in any small-town grocery any morning. No scene was completely developed, but each was so familiar that it would have been a waste of time to complete it. The flashes of action were followed by remarks from commentators or by action by the pantomimist. The participants played assigned roles but their conversation was extemporaneous and unrehearsed. The commentators talked together in one corner of the store, while the pantomimist illustrated by actions or by displaying

charts or printed signs what is going on in the minds of the commentators.

The episodes covered a variety of situations, ranging from that of the breakfastless boy who stopped at the grocery for candy and a soft drink to the wise homemaker who, after carefully reading the labels on packages of cereals, chose the one that gave her the most food value at the least cost. They included also scenes illustrating how poor shopping habits and demands for extra services increases the grocer's overhead and deprives other customers of prompt services. Two episodes were devoted to giving information about powdered milk. Other episodes dealt with a comparison of various sources of vitamin C, the identical food value of different brands of canned milk, and the use of salt pork in place of meat and butter or oleo.

The Louisiana Committee Chairman wrote that this dramatization was amusing and well received. It had required only a small amount of work shared by several people. The over-all outline and scenes were developed in a 3-hour meeting by a committee of seven people. During a short meeting before the drama was to be given, the participants were given the first two scenes in detail and were briefed on the others. Other persons gathered the stage props, arranged the stage, and printed the signs and charts.

#### NOTES FROM THE FIELD

GEORGIA.—A special home demonstration agent has been assigned to serve as part time secretary of the Georgia Nutrition Committee.

The State committee is implementing its fine program, described in the January 1947 Nutrition News Letter, through direct action by county committees. In a memorandum dated January 21, division, district, county, and city chairmen are urged to emphasize four projects: (1) To arrange publicity each quarter through local newspapers and radio stations and through distribution in the schools for a week's low-cost menus; (2) to emphasize nutrition in the schools; (3) to ask all civic, social, and religious clubs and organizations to devote at least one scheduled meeting during the year to nutrition; (4) to make full use of available nutrition films. A film was sent to each division chairman with instructions to exchange films with another chairman after 60 days. By exchanging films every 60 days, each division will eventually have had the use of every available film.



These projects reflect the recommendations of subcommittees made at the quarterly meeting of the State Nutrition Committee held in Atlanta, January 7 and 8. Other committee reports dealt with food production, preservation, and preparation, and with diet planning and food habits. The meeting was high-lighted by discussions of various aspects of food and nutrition problems by outstanding authorities.

HAWAII.—Miss Marjorie Heseltine of the Children's Bureau, in connection with a consultation visit to the Territorial Board of Health of Hawaii, had an opportunity to meet with the Territorial Nutrition Committee. She reports that the committee, which was one of the most active during the war, is now being reorganized. One of its projects is to so modify the Basic-7 chart that it will include native foods plentiful in the islands which are rich in vitamin C and other nutrients. A film, "Found in Hawaii," which was prepared by the committee and financed by the Tuberculosis Association, is still being shown widely.

MAINE.—The program of the Maine Nutrition Committee is mainly that of keeping member agencies informed concerning activities on which concerted action is advisable. One of these activities, Food Forums, is part of the foods program of the Maine Agricultural Extension Service. Its purpose is to bring the facts released by the Selective Service before the people and to develop a plan of action. These food forums are described in the December 1946 issue of the Journal of Home Economics on pages 656-657, and in Maine Extension Circular 266, entitled "The Food Forum," dated August 1946.

Responsibility for developing the food forums was placed on the home demonstration agents in each county. They invited interested professional persons to give information on the health of Maine children, and a summary of the health research work done with school children by the Maine Agricultural Experiment Station was presented. During group discussions the most important problems were brought out and recommendations were made to solve them.

The recommendations appearing most frequently were: (1) More school lunch programs; (2) daily servings of milk or fruit juice where no school lunch is possible; (3) more clinics, especially dental clinics; (4) food and health information for young mothers who do not

attend meetings; (5) organization of health work through the cooperation of all community groups; (6) more nurses in rural areas; (7) more milk for rural families.

In many cases community groups followed out their recommendations with action programs to solve their problems.

ARIZONA.—The Phoenix Nutrition Committee is a part of the Health Section of the Phoenix Community Council. The committee is made up of three active members, a home economist and two lay people. The American Red Cross nutritionist attends planning meetings to assure cooperation and coordination of community nutrition programs.

The Phoenix Nutrition Committee planned two projects for 1947, (1) providing nutrition information regularly over the radio, and (2) showing food and nutrition films to organized women's groups.

Radio time is provided by a local business. Spot announcements, prepared by a home economist, remind listeners of ways to provide proper diet for the family.

Films are furnished free through film libraries, the committee paying the postage. A local business firm furnishes the projector, sound equipment, and operator for the privilege of announcing that it is furnished by their firm. At each film showing there is a home economist from the committee or from the Arizona Nutrition Council to make introductory remarks and to answer questions following the showing.

Bookings were made after showing the films at a luncheon given the representatives of all the women's clubs in the area by the Phoenix Nutrition Committee. Representatives from the Arizona Nutrition Council at the luncheon told of the Council's work and of the speakers and services available through the Council. Up to March 15 the films have had 37 showings in Federated Women's Clubs and Business and Professional Women's Clubs.

Sincerely yours,

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